

CONTRACT



Journal Broadcast Group
720 E Capitol Dr
Milwaukee, WI 53212-1308
(414)332-9611

www.todaystmj4.com

And:

GMMB
3050 K St. NW
Suite 800
Washington, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
360732 /		06860861
<u>Product</u>		
B - :30 (D) For President		
<u>Contract Dates</u>	<u>Estimate #</u>	
10/04/12 - 10/10/12	1957	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
Obama for America	10/03/12 / 10/03/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WTMJ	Anjanette Brady	Petry-Philadelphia
<u>Special Handling</u>		
<u>Demographic</u>		
Households		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
	95	101
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots		Amount
											Spots	Amount	
N 1	WTMJ	10/04/12	10/05/12	Live at Daybreak-Early	5a-6a		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$250.00				
N 2	WTMJ	10/04/12	10/05/12	Live at Daybreak	6a-7a		:30			NM	1	\$550.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$550.00				
N 3	WTMJ	10/04/12	10/05/12	Today Show M-F	7a-9a		:30			NM	2	\$1,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				2	\$500.00				
N 4	WTMJ	10/07/12	10/07/12	Today Show Sunday	7a-8a		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	-----S				1	\$300.00				
N 5	WTMJ	10/07/12	10/07/12	Meet the Press	9am-10am		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	-----S				1	\$300.00				
N 6	WTMJ	10/04/12	10/05/12	The Morning Blend	9a-10a		:30			NM	1	\$75.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$75.00				
N 7	WTMJ	10/04/12	10/05/12	Today Show II	10a-11a		:30			NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$125.00				
N 8	WTMJ	10/04/12	10/05/12	Today Show III	11a-12n		:30			NM	1	\$125.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$125.00				
N 9	WTMJ	10/04/12	10/05/12	Live at Noon	12p-1230p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$250.00				
N 10	WTMJ	10/04/12	10/05/12	Live at 12:30	1230p-1p		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$250.00				
N 11	WTMJ	10/04/12	10/05/12	Days of Our Lives	1p-2p		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
		Week: 10/01/12	10/07/12	---TF--				1	\$200.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Journal Broadcast Group and its stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing advertising time from Journal Broadcast Group or its stations that is intended to discriminate on the basis of race or ethnicity.



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Contract / Revision 360732 /	Alt Order # 06860861	
Contract Dates 10/04/12 - 10/10/12	Product B - :30 (D) For President	Estimate # 1957
Advertiser Obama for America		Original Date / Revision 10/03/12 / 10/03/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type Spots	Amount						
N 12	WTMJ	10/04/12	10/05/12	Access Hollywood Live-2pm	2pm-3pm		:30			NM	1 \$100.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/01/12	10/07/12	---	TF--	1	\$100.00												
N 13	WTMJ	10/04/12	10/05/12	Live at 3:00 News	3p-4p		:30			NM	1 \$125.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/01/12	10/07/12	---	TF--	1	\$125.00												
N 14	WTMJ	10/04/12	10/05/12	Live at 4:30 News	430p-5p		:30			NM	1 \$350.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/01/12	10/07/12	---	TF--	1	\$350.00												
N 15	WTMJ	10/04/12	10/05/12	Live at 5 News	5p-530p		:30			NM	1 \$600.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/01/12	10/07/12	---	TF--	1	\$600.00												
N 16	WTMJ	10/04/12	10/05/12	Live at 6 News	6-630p		:30			NM	1 \$650.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/01/12	10/07/12	---	TF--	1	\$650.00												
N 17	WTMJ	10/04/12	10/05/12	Access Hollywood	630p-7p		:30			NM	1 \$400.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/01/12	10/07/12	---	TF--	1	\$400.00												
N 18	WTMJ	10/09/12	10/09/12	The Voice	7p-8p		:30			NM	1 \$2,500.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	-	T-----	1	\$2,500.00												
N 19	WTMJ	10/09/12	10/09/12	Parenthood	9-10p		:30			NM	1 \$3,000.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	-	T-----	1	\$3,000.00												
N 20	WTMJ	10/08/12	10/10/12	Live at Daybreak-Early	5a-6a		:30			NM	1 \$250.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	1	\$250.00													
N 21	WTMJ	10/08/12	10/10/12	Live at Daybreak	6a-7a		:30			NM	1 \$550.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	1	\$550.00													
N 22	WTMJ	10/08/12	10/10/12	Today Show M-F	7a-9a		:30			NM	6 \$3,000.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	6	\$500.00													
N 23	WTMJ	10/08/12	10/10/12	The Morning Blend	9a-10a		:30			NM	1 \$75.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	1	\$75.00													
N 24	WTMJ	10/08/12	10/10/12	Today Show II	10a-11a		:30			NM	1 \$125.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	1	\$125.00													
N 25	WTMJ	10/08/12	10/10/12	Today Show III	11a-12n		:30			NM	2 \$250.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	2	\$125.00													
N 26	WTMJ	10/08/12	10/10/12	Live at Noon	12p-1230p		:30			NM	1 \$250.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	1	\$250.00													
N 27	WTMJ	10/08/12	10/10/12	Live at 12:30	1230p-1p		:30			NM	1 \$250.00						
		Start Date	End Date	Weekdays	Spots/Week												
Week: 10/08/12	10/14/12	MTW----	1	\$250.00													
N 28	WTMJ	10/08/12	10/10/12	Days of Our Lives	1p-2p		:30			NM	3 \$600.00						

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	MTW---				3	\$200.00			
N 29	WTMJ	10/08/12	10/10/12	Access Hollywood	Hollywood	2pm-3pm	:30			NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	MTW---				3	\$100.00			
N 30	WTMJ	10/08/12	10/10/12	Live at 3:00 News		3p-4p	:30			NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	MTW---				1	\$125.00			
N 31	WTMJ	10/08/12	10/10/12	Access Hollywood		630p-7p	:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/08/12	10/14/12	MTW---				3	\$400.00			
Totals											44	\$18,125.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/10/12	44	\$18,125.00	\$15,406.25
Totals	44	\$18,125.00	\$15,406.25

Signature: _____ **Date:** _____

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